Please amend the above-identified application as follows:

IN THE CLAIMS:

1. (Original) A removable internal support for a flexible container having an open end comprising:

a panel of generally flat rectangular configuration having a first surface, a second surface, a top edge, a bottom edge, and a pair of lateral edges; and

at least one memory retention unit being imbedded in said panel.

2. (Original) The support of claim 1 wherein said panel is constructed from a first sufficiently flexible material.

3. (Original) The support of claim 2 wherein said sufficiently flexible material is a polymer.

4. (Original) The support of claim 2 wherein said sufficiently flexible material is a rubber material.

5. (Original) The support of claim 1 wherein said at least one memory retention units are made from a second sufficiently flexible material.

6. (Original) The support of claim 5 wherein said second sufficiently flexible material is spring steel.

7. (Original) The support of claim 1 wherein said panel is further defined as having at least one channel being formed therein and the number of said at least one memory retention unit being equal to the number of said at least one channel with each of said at least one memory retention units being located within said at least one channel.

8. (Original) The support of claim 7 wherein said at least one memory retention units are made from a second sufficiently flexible material.

9. (Original) The support of claim 8 wherein said second sufficiently flexible material is spring steel.

10. (Original) The support of claim 7 wherein each of said at least one channel extends along the entire horizontal length of said panel.

11. (Original) A removable internal support for a flexible container having an open end comprising:

a panel of generally flat rectangular configuration having a first surface, a second surface, a top edge, a bottom edge, and a pair of lateral edges, said panel being constructed from a first sufficiently flexible material, said panel further having at least one channel being formed therein; and

at least one memory retention unit made from a second sufficiently flexible material being imbedded in said panel, wherein the number of said at least one memory retention unit being equal to the number of said at least one channel.

12. (Original) The support of claim 11 wherein said sufficiently flexible material is a polymer.

13. (Original) The support of claim 11 wherein said second sufficiently flexible material is rubber.

14. (Original) The support of claim 11 wherein said at least one memory retention units are made from a second sufficiently flexible material.

15. (Original) The support of claim 14 wherein said second sufficiently flexible material is spring steel.

16. (Original) A removable internal support for a flexible container having an open end comprising:

a panel of generally flat rectangular configuration having a first surface, a second surface, a top edge, a bottom edge, and a pair of lateral edges, said panel being constructed from a flexible polymer material, said panel further having two channels being formed horizontally therein, said panel further having build-up material extending along each of said at least one channel such that each of said at least one channel is enclosed within said panel; and

two memory retention units made from a flexible spring steel material with both of said channels receiving one of said two memory retention units.

17. (Currently amended) The support of claim ~~1~~ 16 where each of said at least one memory retention unit has a rectangular cross-section.

18. (Currently amended) The support of claim ~~1~~ 16 where each of said at least one memory retention unit has a circular cross-section.

19. (Currently amended) The support of claim ~~1~~ 16 where each of said at least one memory retention unit extends horizontally along said panel.

20. (Currently amended) The support of claim 16 further comprising a plurality of gripping ridges formed out of said panel proximate to said top edge of said panel.